



Lottery, Boston Bruins team up for cities and towns

Giant banner unfurled on TD Garden to mark release of new Boston Bruins ticket

BOSTON, September 16, 2010 – The Massachusetts State Lottery and the Boston Bruins are teaming up again for a new \$5 instant ticket that will raise more than \$6.2 million for Bay State communities while rewarding fans with millions in prizes, incomparable game seats, authentic Bruins gear and ultimate fan experiences.

Treasurer Timothy P. Cahill and Boston Bruins President Cam Neely unveiled the new ticket – including a 50-foot-by-30-foot replica – this afternoon in front of TD Garden. The \$5 Boston Bruins ticket follows in the footsteps of last year's \$2 Boston Bruins ticket. Bruins 2009, which is among the fastest-selling \$2 instant tickets in Massachusetts Lottery history, will raise \$9.6 million for local aid.

"Our partnership with the Boston Bruins will raise about \$16 million for cities and towns by the close of our new game," said Treasurer Cahill, who chairs the Massachusetts State Lottery Commission. "In this challenging economic environment, this relationship is a vital piece in raising crucial revenue for our communities."

Boston Bruins instant games have quickly connected with the loyal following of one of the NHL's original six teams. Sports-themed instant tickets appeal not only to core lottery customers, but also to the 80 percent of Bay State residents who are occasional Lottery players.

"We are happy to extend our relationship with the Massachusetts State Lottery and unveil this \$5 ticket," said Bruins President Cam Neely. "Our relationship with the Lottery is particularly rewarding to the Bruins organization, given the large amount of money that we help raise for the cities and towns around the state through this program."

In another exciting game feature, five lucky Lottery players will have the chance to win \$250,000 in the "On Ice Challenge." During five separate home games, a contestant will head onto the TD Garden ice to pick from 30 larger-than-life instant tickets with a guarantee of taking home at least \$100,000.

"The excitement generated by Boston Bruins 2010 and our other sports-themed tickets is without compare," Lottery Executive Director Mark Cavanagh said. "With each new game sports fans and Lottery players have the opportunity to win prizes, game tickets and fan experiences that are not available anywhere else."

Since creating the sports-themed ticket market in March 2006, the Massachusetts Lottery has sold more than \$1 billion in instant tickets, raising more than \$140 million for teachers, fire fighters, police officers and other essential public services.

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